

## CHARACTERISTICS of good mission statements

<b>Customers</b>	Does the statement clearly identify the customer?
<b>Products and Services</b>	What are the organization's major products and services?
<b>Self-Concept</b>	Does the statement convey a realistic image of itself (considering major strengths and weaknesses)?
<b>Core Values</b>	What are the organization's basic beliefs, assumptions and values?
<b>Technology</b>	How well does the organization employ appropriate technology to accomplish its goals?
<b>Organizational Culture</b>	What is the organization's sum total of ways of doing things that align with customers' and employees' needs?
<b>Ethics</b>	What is the organization's sense of right and wrong? Do all employees know how to "do the right thing?" Size of Competition: Does the organization have significant competition (consider this question carefully because of hidden private sector competitors)?